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U. S. DEPARTMENT OF AGRICULTURE

Consumer Purchases of SELECTED FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS

APRIL-JUNE 1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
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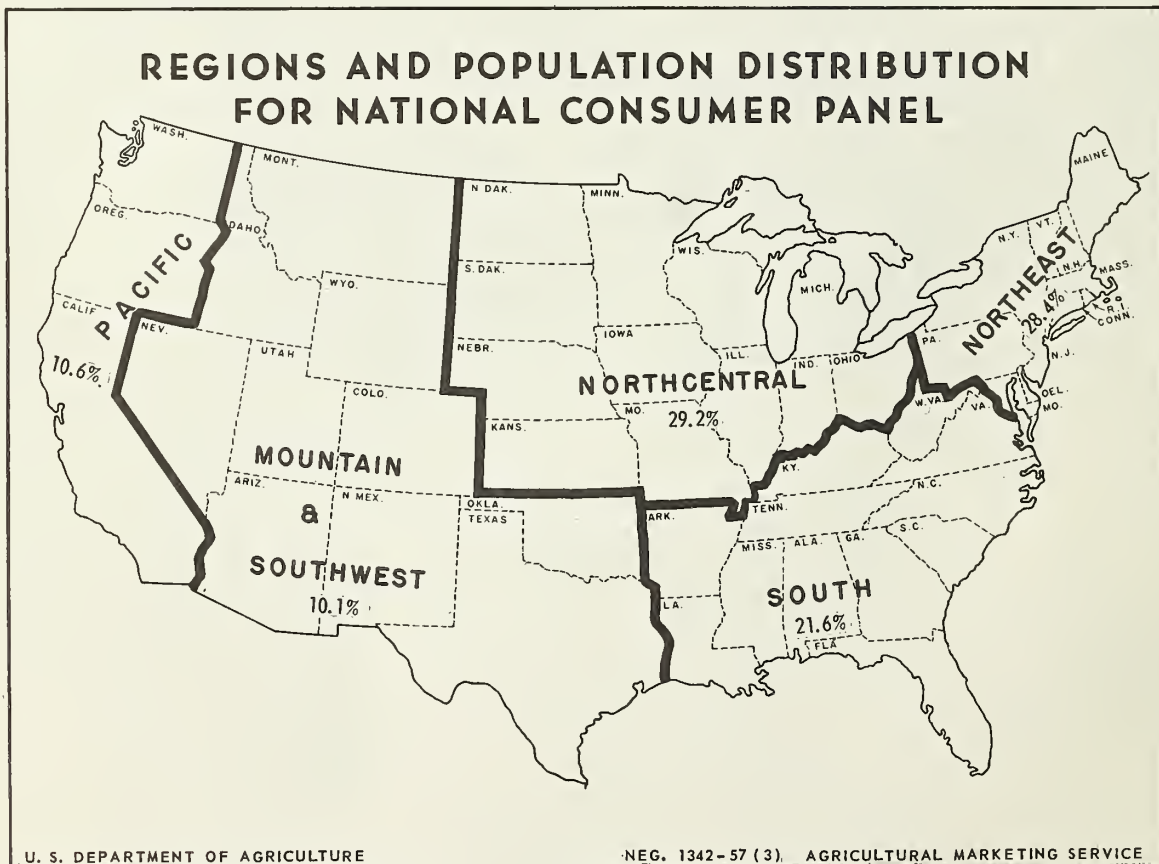
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FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, APRIL-JUNE 1957

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hospitals, hotels, or other institutional outlets.

SUMMARY

United States household consumers in April-June 1957 purchased 18.5 million gallons of frozen concentrated orange juice, the largest quarterly volume on record. These purchases were associated with the lowest prices yet reported. Buying of other frozen concentrated juices declined from a year earlier.

Purchases of chilled orange juice were 41 percent greater in April-June 1957 than in October-December 1956, when this item was first reported, with increased buying in the Northeast region accounting for most of the gain.

Frozen concentrated lemonade, frozen concentrated orangeade, and single-strength orangeade were bought in greater quantity this April-June than last, but purchases of shelf-pack orangeade declined substantially. Prices paid for frozen concentrated lemonade were the lowest reported in this series.

The total quantity of canned single-strength juices purchased in April-June 1957 was moderately greater than in April-June 1956. Increased purchases of tomato and other single-strength juices not individually reported more than offset decreased buying of single-strength citrus juices. Purchases of single-strength grapefruit juice declined sharply.

Fresh oranges were purchased in about the same volume as in April-June a year earlier, but buying of grapefruit declined 4 percent and lemons 12 percent.

Frozen juices, chilled juice, and ades: United States household consumers purchased more frozen concentrated orange juice during April-June 1957 than in any quarter since the beginning of this series in October 1949. The 18.5 million gallons purchased exceeded the April-June 1956 volume by 16 percent, and was 8 percent larger than the previous high reported in January-March 1955 (table 1). The quantity of frozen concentrated orange juice bought during the quarter was substantially greater than the quantity purchased during the entire 1949-50 citrus season. Purchases of frozen concentrated orange juice constituted about 90 percent of the total volume of all frozen concentrated juices bought during April-June 1957.

The record volume of purchases in April-June 1957 coincided with the lowest prices yet paid for frozen concentrated orange juice--14.2 cents per 6-ounce can. Previous low price levels--14.7 cents in January-March 1954 and 14.5 cents in January-March 1955--also were associated with large purchase volumes.

Buying of frozen concentrated orange juice during April-June 1957 was up from the corresponding period a year earlier in each of the five geographic regions, with gains ranging from 10 percent in the Northeast to 25 percent in the North Central region. In the North Central and Southern regions purchases were at record levels and in the other regions were at near record levels.

Per capita purchases of frozen concentrated orange juice averaged about 2.4 six-ounce cans during April-June 1957, with a range of from 1.4 cans per person in the South to 3.5 cans in the Northeast. In comparison, per capita purchases a year earlier averaged 2.1 cans, ranging from 1.1 cans in the South to 3.3 cans in the Northeast. Although the South contains about 22 percent of the Nation's population, only 14 percent of the total quantity of frozen concentrated orange juice purchased during April-June 1957 was bought in that region. In contrast, the 28 percent of the Nation's population estimated to live in the Northeast bought 40 percent of the total.

Purchases of frozen concentrated orange juice were up from April-June 1956 in the 3 major types of retail outlets, with the greatest increase--26 percent--occurring in regional chains. About 76 percent of the total quantity purchased was bought from national and regional chain stores in April-June 1957 compared with 73 percent a year earlier (table 2).

About 229,000 gallons of frozen concentrated grapefruit juice were bought for home use in April-June 1957, 8 percent less than in October-December 1956 when reporting of this product was renewed. Purchases in the Northeast were 22 percent greater than in the earlier period, but purchases were down 18 percent in the North Central region. The volume of purchases in the other three regions were too small for analysis. Prices paid--14.8 cents per 6-ounce can--were up fractionally from October-December 1956 (table 6).

In April-June 1957, household consumers purchased nearly 2 million gallons of frozen concentrated juices other than orange, about 6 percent less than in the corresponding period a year earlier. Total purchases of frozen concentrated juices except orange declined in all regions but the Northeast.

Household consumers purchased about 6.2 million gallons of chilled orange juice in April-June 1957, 41 percent more than in October-December 1956 when reporting of this product was initiated. About 61 percent of the total was bought in the Northeast, 21 percent in North Central region, and 13 percent in the South. The Mountain-Southwest and Pacific regions accounted for the remaining 5 percent. Purchases increased substantially from October-December 1956 in the Northeast, South, and Pacific regions and moderately in the North Central region. A slight decline, however, occurred in the Mountain-Southwest (table 6).

Chilled orange juice prices to consumers during April-June 1957 averaged about 35 cents per quart, 1.3 cents lower than in October-December 1956. Prices ranged from about 34 cents per quart in the Northeast to nearly 43 cents in the Pacific. Prices paid in retail outlets ranged from about 28 cents a quart in national chain stores to more than 37 cents in "other" outlets.

Nearly one-half of the total quantity of chilled orange juice purchased in April-June 1957 was bought from outlets other than regular grocery stores, while only about 9 percent was bought from national chain stores. This was a marked contrast to consumer purchase patterns for concentrated and canned juices.

Household purchases of frozen lemonade concentrate, 4 million gallons in April-June 1957, were 29 percent greater than in the corresponding period a year earlier. The volume of purchases was about 6 times that of the preceding quarter, January-March 1957, approximately the same seasonal increase that occurred between these quarterly periods in 1955 and 1956 (tables 3 and 4).

Frozen lemonade concentrate purchases were up substantially from a year earlier in the Northeast and Pacific regions, with some increase reported in the South. Purchases in the North Central and Mountain-Southwest regions, however, held at about the April-June 1956 level.

During April-June 1957 per capita purchases of frozen lemonade concentrate in the Northeast and Pacific were approximately 50 percent greater than the national average of 3 ounces. In the North Central and Mountain-Southwestern regions per capita purchases were slightly below the United States average and in the South were only about 1/3 of average. Consumers paid about 11.4 cents for a 6-ounce can of frozen lemonade concentrate, 2.3 cents less than in April-June a year earlier and the lowest yet reported in this series.

Consumers purchased 1.8 million cases (equivalent 24 No. 2's) of canned single-strength orangeade in April-June 1957, the largest volume yet reported for the quarter. Cumulative purchases during the first 3 quarters of the current citrus season (starting October 1956) were 12 percent ahead of the corresponding period a year earlier (table 5).

Single-strength orangeade purchases in April-June 1957 increased substantially from the corresponding period a year earlier in the Mountain-Southwest and Pacific regions, but changed little in the North Central and Southern regions, which together accounted for 58 percent of total purchases. Purchases in the Northeast were down 15 percent. Per capita purchases averaged 4.8 ounces, ranging from 2.2 ounces in the Northeast to 7.5 ounces in the Mountain-Southwest.

Consumers paid 26.9 cents for a 46-ounce can of single-strength orangeade during April-June 1957, nearly the same as a year earlier.

Purchase data obtained since 1952, indicate that consumers buy more frozen concentrated orangeade in the Northeastern region than in any other. In April-June 1957 about 80 percent of the total quantity bought by U. S. householders was purchased in that region. Total consumer purchases of frozen concentrated orangeade amounted to 92,000 gallons, 35 percent more than in April-June a year earlier. Prices paid averaged 13.8 cents per 6-ounce can, 1.6 cents below a year earlier.

The downward trend in volume of consumer purchases of shelf-pack orangeade continued into April-June 1957. In this quarter, purchases totaled 344,000 gallons, 23 percent less than in April-June a year earlier. Buying varied by regions with the North Central showing a 10 percent decline, the Mountain-

Southwest a 40 percent decline, while purchases increased moderately in the Pacific region. In the other 2 regions purchases were too small for analysis. Purchases were down from April-June 1956 in all types of stores, with the decline most pronounced in the national chains. Independent stores continued to be the principal retail outlet for this product. In April-June 1957 prices paid for shelf-pack orangeade averaged 17.1 cents per 6-ounce can, slightly higher than a year earlier (table 6).

Canned juices and fruit: Consumers purchased 3.2 million cases (equivalent 24 No. 2's) of canned single-strength orange juice during April-June 1957, about the same as a year earlier, but 5 percent more than in the preceding quarter, reversing the usual seasonal decline (table 7). For the past 5 years, purchases in April-June have been from 7 to 17 percent below the January-March level.

While total purchases of single-strength orange juice in April-June 1957 were about the same as a year earlier, purchases were up in the Northeastern and North Central regions, and down in all other regions. In the Pacific, buying was at the lowest level yet reported. Per capita purchases ranged from 5 ounces in the Pacific region to 10.4 ounces in the South, averaging 8.3 ounces for the United States.

The quantity of single-strength orange juice purchased from national and regional chain stores was up moderately from April-June a year earlier, but was lower in independent stores (table 8).

The average price paid for single-strength orange juice during April-June 1957 was about 33 cents per 46-ounce can, down 1 cent from a year earlier. Regionally, prices paid ranged from 32 cents in the Northeast to 37 cents in the Pacific. In independent stores, prices paid averaged 35 cents per can compared with 32 cents in regional chains and 30 cents in the national chains.

About 3 million cases (equivalent 24 No. 2's) of canned single-strength grapefruit juice were purchased by householders in April-June 1957, about 23 percent less than in the corresponding quarter of 1956 when record buying occurred (table 10). The volume of purchases, however, was up 6 percent from the preceding quarter. Compared with a year earlier, purchases of single-strength grapefruit juice declined slightly in the South and substantially in all other regions. Per capita purchases averaged about 7.9 ounces during April-June 1957, ranging from 6.7 in the North Central region to 9.4 ounces in the Mountain-Southwest.

The volume of single-strength grapefruit juice purchased was down from April-June 1956 in all types of retail outlets, with the greatest decrease--29 percent--occurring in national chain stores.

Consumers paid 27.5 cents per 46-ounce can in April-June 1957 for single-strength grapefruit juice, slightly less than in either of the 2 preceding quarters (table 11).

Household purchases of canned single-strength lemon juice in April-

June 1957--229,000 cases equivalent 24 No. 2's--were 8 percent below the same quarter a year earlier. Purchases in April-June 1957 were up about 60 percent from the preceding quarter compared with an increase of more than 100 percent between the same quarters last year. The relatively low seasonal increase reflected a smaller than usual upswing in purchases in the North Central region. During April-June 1957 prices paid for single-strength lemon juice averaged 10.8 cents per $5\frac{1}{2}$ -6-ounce can, the lowest in 5 years (table 12).

Householders purchased 2.1 million cases (equivalent 24 No. 2's) of prune juice during April-June 1957, down about 6 percent from the record volume reported in the preceding quarter (table 12).

Despite a slight decline in total purchases of prune juice from April-June 1956, gains were reported in the North Central, Pacific, and in the South where the volume of purchases was the largest yet reported. In contrast, purchases in the Northeast, which have amounted to 50 percent or more of total purchases for the past 6 years were down 10 percent from a year earlier. Nearly as great a decline occurred in the Mountain-Southwest. Per capita purchases averaged 5.6 ounces of prune juice, ranging from 3.5 ounces in the South to 10.3 ounces in the Northeast. In April-June 1956 per capita purchases averaged 5.8 ounces.

A smaller volume of prune juice was purchased in independent and national chain stores in April-June 1957 than in the corresponding quarter a year earlier. On the other hand, the quantity bought at regional chain stores increased 14 percent.

Householders paid an average of 32.7 cents per quart bottle for prune juice during April-June 1957, up fractionally from a year earlier. Prices ranged from 30.9 cents in the Northeast to 35.6 cents in the Mountain-Southwest. In the latter region, prices paid were the highest in 2 years, while in the South they were the lowest in nearly 5 years.

Home purchases of tomato juice during April-June 1957--6.1 million cases equivalent 24 No. 2's--were 28 percent greater than in the comparable period a year earlier. A larger volume of purchases was reported in all regions, with gains ranging from 11 percent in the Mountain-Southwest to 45 percent in the North Central (table 12).

The quantity of tomato juice bought by households during April-June 1957 was about double the volume of either single-strength orange or grapefruit juice and nearly three times that of prune juice. Tomato juice was purchased in greater quantity than any other single-strength juice in all regions except the South where it ranked second to orange juice.

Per capita buying of tomato juice averaged about 16 ounces during April-June 1957, ranging from 9 ounces in the South to 24 ounces in the Pacific region. Prices paid averaged 26.6 cents per 46-ounce can, down 2.2 cents from a year earlier.

Purchases of other single-strength juices (those not individually reported) totaled 10.7 million cases (equivalent 24 No. 2's) during April-June 1957, 8 percent more than in April-June a year earlier. Total purchases of all single-strength juices amounted to 25.4 million cases, an increase of 5 percent over the 24.2 million cases bought a year earlier (table 12).

About 785,000 cases of canned grapefruit sections (equivalent 480 ounces per case) were bought for home use in April-June 1957, a 21 percent decline from October-December 1956 when this product was first reported. Smaller purchases in the Northeast and North Central regions were primarily responsible for the decrease. Prices paid for grapefruit sections during April-June 1957 averaged 18.7 cents per No. 303 can, slightly higher than in October-December 1956 (table 12).

Fresh fruit: Consumer purchases of fresh oranges totaled 7.9 million boxes during April-June 1957, the same as a year earlier, but down 16 percent from the preceding quarter. Cumulative purchases of oranges in the first 9 months of the 1956-57 crop season (October 1956-June 1957) totaled 24.3 million boxes, about 7 percent less than in the corresponding period of 1955-56 and 13 percent below 1954-55. The decline from the preceding period primarily reflected decreased buying of Florida oranges (tables 13-17).

Purchases of fresh oranges increased from the April-June 1956 level in the Northeast and Mountain-Southwest regions, held about the same in the North Central, and declined in the South and Pacific. Per capita purchases averaged about 9 oranges in April-June 1957, fractionally less than a year earlier.

Prices paid for all oranges in April-June 1957 averaged 47.6 cents per dozen, about 2 cents less than a year earlier. Prices paid for California-Arizona oranges were up fractionally while prices for Florida oranges decreased 4 cents per dozen.

Buying of grapefruit for home use totaled 4.9 million boxes in April-June 1957, 3 percent below the same quarter a year earlier and 34 percent less than the preceding quarter. Purchases during the first 9 months of the current crop season totaled 16.4 million boxes, 11 percent less than in the corresponding period a year earlier (tables 18-22).

Household purchases of Florida grapefruit in April-June 1957--2.8 million boxes--were 9 percent below the level of April-June a year earlier. Moderately lower purchases were reported in the Northeast and North Central, the principal consuming regions, with substantially smaller purchases in the other regions. Householders purchased about 24 percent more California-Arizona grapefruit than in April-June 1956, with purchases increasing in the Mountain-Southwest region, and in the North Central and Pacific regions. The volume of Texas grapefruit purchased--342,000 boxes--was nearly twice that of a year earlier with most of the gains occurring in the North Central and Mountain-Southwest regions.

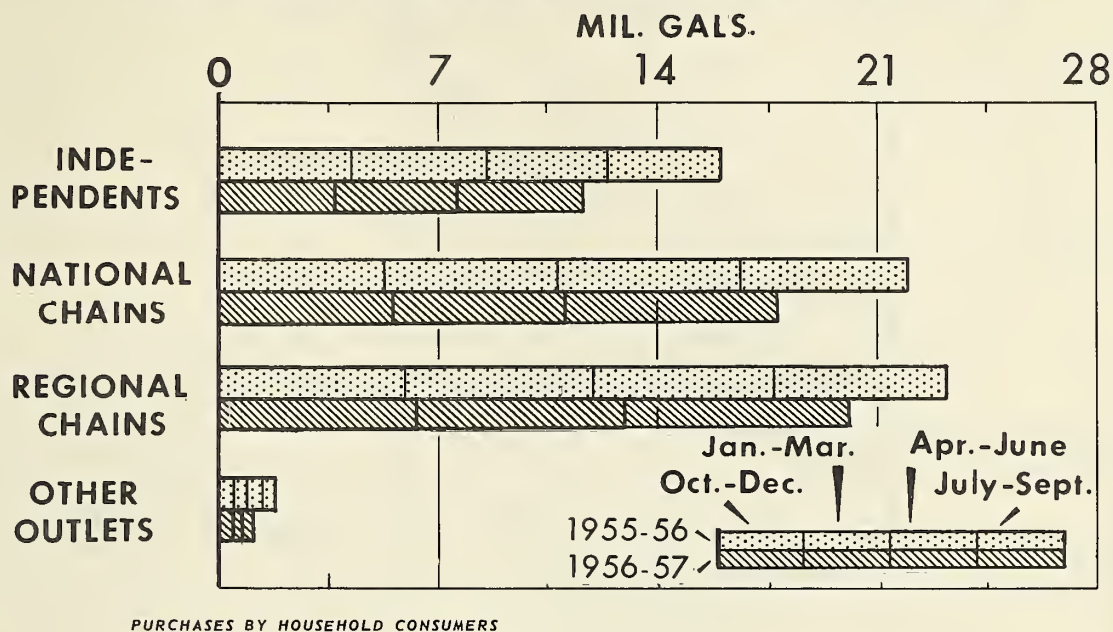
The quantity of grapefruit purchased from independent stores during April-June 1957 was down 15 percent from the preceding quarter while the quantity purchased from national and regional chain stores was somewhat larger.

Prices paid for grapefruit during April-June 1957 averaged about 88 cents per dozen, down fractionally from a year earlier.

About 1.2 million boxes of fresh lemons were bought for home use during April-June 1957, a 12 percent decrease from a year earlier. Buying was up 66 percent from the preceding quarter, a somewhat smaller seasonal gain than occurred in 1956. Purchases of lemons remained at about the same level in the Northeast as in April-June 1956, but declines of from 9 to 24 percent were reported in the other regions (tables 23 and 24).

Prices paid for lemons in April-June 1957 averaged 42.5 cents per dozen, slightly higher than in the corresponding period a year earlier. Prices in the Northeast declined while higher prices prevailed in the other regions.

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	4,262	5,251	5,907	15,822	17.7	15.9	16.4	16.6	17.8	20.2	19.1	19.2
January-March.....	4,272	5,580	6,064	16,394	18.0	15.8	16.3	16.7	18.2	20.9	19.9	19.9
April-June.....	3,867	5,799	5,755	15,876	18.1	15.5	16.1	16.5	17.7	21.6	20.3	20.1
July-September.....	3,631	5,331	5,471	14,865	18.6	16.3	17.0	17.2	17.2	21.1	19.6	19.5
Total.....	16,032	21,961	23,197	62,957								
1956-57												
October-December.....	3,756	5,532	6,275	15,911	18.1	16.1	16.4	16.8	17.8	22.0	20.8	20.4
January-March.....	3,852	5,529	6,724	16,522	17.4	15.4	15.6	16.1	18.3	22.8	22.0	21.3
April-June.....	4,095	6,842	7,253	18,495	15.8	13.3	13.8	14.2	19.8	25.6	23.3	23.0
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	593	142	142	88	100	121	14.1	14.7	14.6	14.8	14.0	13.3
January-March.....	528	111	148	63	92	114	14.7	14.8	15.2	15.0	15.3	13.8
April-June.....	3,118	979	1,092	307	375	365	13.7	14.1	13.9	14.4	13.9	12.3
July-September.....	4,627	1,632	1,394	419	430	752	13.2	13.7	13.3	14.2	13.5	11.9
Total.....	8,866	2,864	2,776	877	997	1,352						
1956-57												
October-December.....	718	180	203	71	92	172	13.8	14.9	13.4	14.8	15.4	12.5
January-March.....	664	160	201	62	104	137	14.1	15.1	13.8	14.8	15.9	12.2
April-June.....	4,015	1,615	1,082	349	376	593	11.4	11.5	11.6	11.9	11.9	10.4
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1955-56												
October-December.....	15.5	13.3	17.4	16.3	16.6	14.6	3.7	3.2	3.1	2.3	6.1	7.6
January-March.....	14.3	12.4	16.9	13.0	14.7	13.9	3.3	2.5	3.2	1.6	5.4	7.2
April-June.....	18.1	17.2	19.3	17.7	17.9	17.9	19.2	22.2	23.7	7.8	22.3	22.8
July-September.....	19.6	18.0	22.1	18.4	18.1	20.5	28.6	37.0	30.3	10.9	26.5	45.1
1956-57												
October-December.....	15.3	14.6	18.5	15.9	12.7	15.2	4.4	4.0	4.4	1.8	5.5	10.3
January-March.....	16.1	15.0	18.6	14.0	13.6	17.6	4.0	3.6	4.3	1.6	6.2	8.1
April-June.....	21.9	22.4	21.7	20.4	20.4	22.8	24.3	36.0	23.0	8.9	22.0	35.0
July-September.....												
Total.....												

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	131	211	210	593	15.2	13.8	13.3	14.1	14.4	16.1	15.0	15.5
January-March.....	137	186	164	528	16.8	14.2	14.0	14.7	12.5	14.2	14.6	14.3
April-June.....	792	1,013	1,240	3,118	14.9	13.1	13.2	13.7	16.1	18.4	18.9	18.1
July-September.....	1,027	1,493	2,019	4,627	14.6	12.8	12.7	13.2	16.9	20.6	20.8	19.6
Total.....	2,087	2,903	3,633	8,866								
1956-57												
October-December.....	146	250	282	718	15.5	13.6	13.1	13.8	13.8	16.3	14.9	15.3
January-March.....	173	181	271	664	15.7	13.5	13.2	14.1	14.9	14.9	16.7	16.1
April-June.....	928	1,234	1,785	4,015	12.6	11.0	10.9	11.4	19.7	22.7	22.5	21.9
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 5.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
		1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1955-56									
October-December.....	1,071	150	343	298	159	121	335	330	372
January-March.....	1,277	181	418	341	197	140	467	310	470
April-June.....	1,758	278	612	437	230	201	628	433	657
July-September.....	1,981	264	700	465	257	295	786	421	755
1956-57									
October-December.....	1,428	185	535	378	179	151	534	323	561
January-March.....	1,353	204	481	331	190	147	586	255	489
April-June.....	1,828	235	622	431	296	244	746	425	629
July-September.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1955-56									
October-December.....	27.7	27.6	28.3	27.8	26.8	27.3	28.2	26.9	27.8
January-March.....	27.9	28.7	28.0	28.2	26.9	27.6	28.2	27.1	28.1
April-June.....	26.8	27.3	26.4	27.2	26.9	26.3	27.2	26.4	26.7
July-September.....	26.2	27.3	26.0	27.5	25.9	24.7	26.8	25.7	25.7
1956-57									
October-December.....	27.4	28.7	27.0	28.1	27.1	26.6	27.7	27.7	26.8
January-March.....	27.5	27.6	27.0	28.0	27.6	27.8	27.4	27.9	27.5
April-June.....	26.9	27.6	26.4	27.3	27.3	26.4	27.0	27.3	26.6
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1955-56									
October-December.....	63.2	58.7	67.3	60.4	62.9	64.5	66.5	61.3	61.9
January-March.....	65.3	58.8	69.2	62.2	67.5	65.9	69.2	64.3	62.5
April-June.....	72.3	62.3	78.2	65.9	71.3	83.5	75.0	71.8	70.0
July-September.....	74.2	62.5	82.0	67.0	68.9	85.8	76.2	74.1	72.4
1956-57									
October-December.....	71.4	63.9	78.9	68.4	63.9	74.7	71.7	65.9	75.0
January-March.....	71.1	67.1	76.2	68.7	67.8	71.8	74.0	64.1	71.8
April-June.....	76.1	65.8	79.7	67.8	74.2	93.0	78.6	75.5	74.0
July-September.....									
Purchases per 1,000 capita									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1955-56									
October-December.....	6.6	3.4	7.5	7.7	9.7	7.6			
January-March.....	7.9	4.1	9.1	8.8	11.6	8.8			
April-June.....	10.8	6.3	13.3	11.1	13.7	12.5			
July-September.....	12.3	6.0	15.2	12.1	15.8	17.7			
1956-57									
October-December.....	8.8	4.1	11.5	9.8	10.8	9.1			
January-March.....	8.2	4.5	10.3	8.5	11.3	8.7			
April-June.....	11.1	5.2	13.2	11.0	17.3	14.4			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 6.--Chilled and frozen juices, and concentrated ade: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, April-June 1957

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains
		1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
Frozen concentrated grapefruit juice.....	229	112	55	2/	2/	2/	71	80	78
Chilled orange juice.....	6,217	3,795	1,317	773	140	192	1,356	551	1,280
Concentrated shelf-pack orangeade.....	344	2/	182	2/	49	59	156	57	125
Average price per can 3/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Frozen concentrated grapefruit juice.....	14.8	14.3	16.1	2/	2/	2/	15.8	13.8	14.9
Chilled orange juice.....	35.2	33.9	36.6	35.2	34.6	42.7	35.1	27.7	32.5
Concentrated shelf-pack orangeade.....	17.1	2/	17.0	2/	17.0	17.6	17.7	16.5	16.7
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Frozen concentrated grapefruit juice.....	15.0	16.0	14.5	2/	2/	2/	17.1	15.3	13.1
Chilled orange juice.....	39.8	40.3	40.0	39.6	40.6	35.0	36.9	41.6	39.0
Concentrated shelf-pack orangeade.....	17.0	2/	18.5	2/	17.2	14.8	18.0	17.1	16.0
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
Frozen concentrated grapefruit juice.....	1.4	2.5	1.2	2/	2/	2/			
Chilled orange juice.....	37.6	84.6	27.9	19.7	8.2	11.3			
Concentrated shelf-pack orangeade.....	2.1	2/	3.9	2/	2.9	3.5			

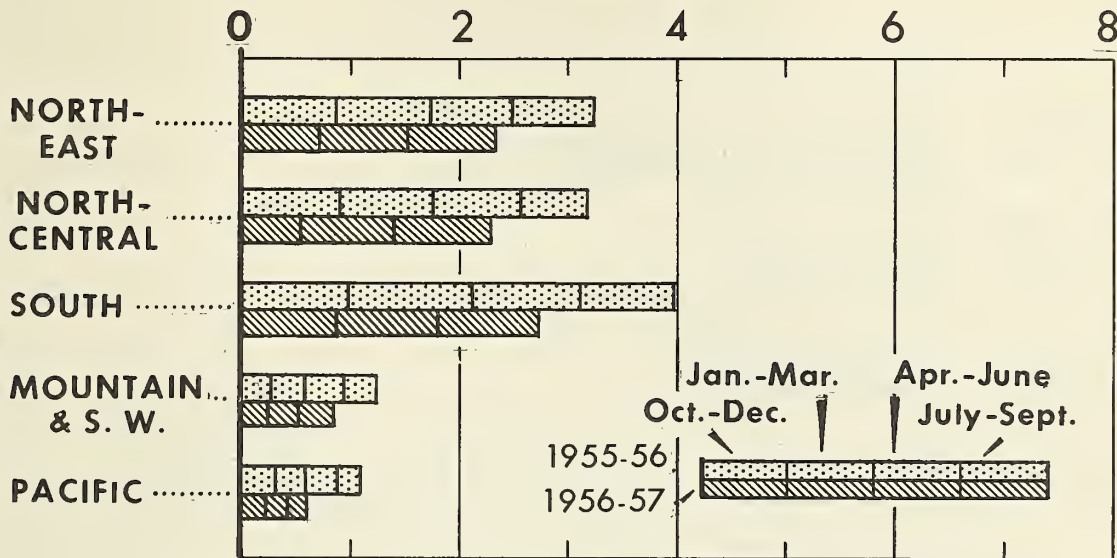
1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

2/ Too few purchases reported for analysis.

3/ Six-ounce can, except chilled orange juice, per equivalent quart.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3885-57(8)

AGRICULTURAL MARKETING SERVICE

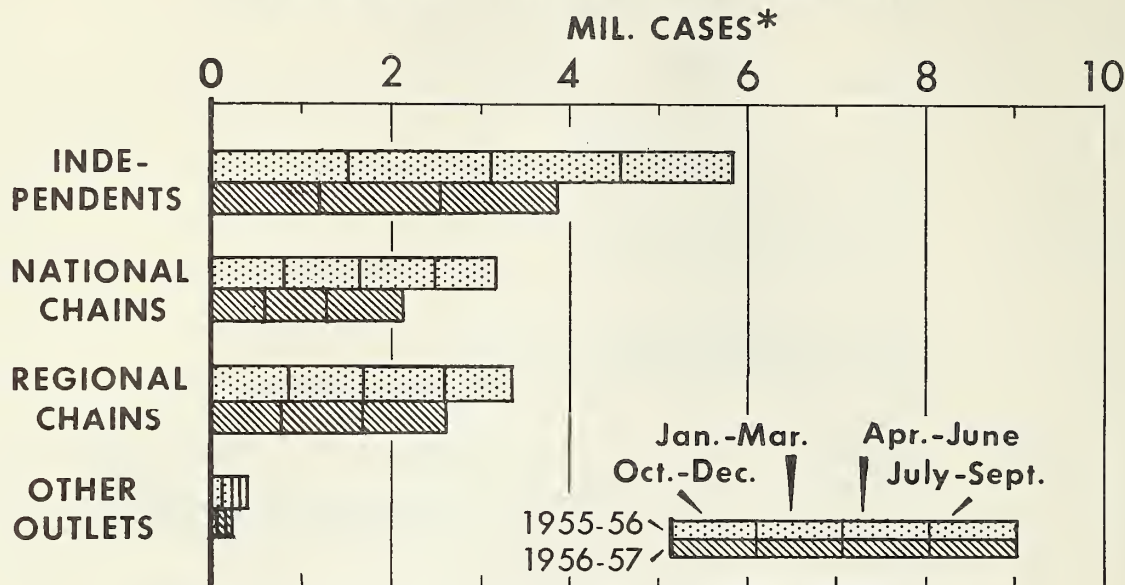
Figure 3

Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	3,351	840	892	992	284	343	32.7	31.8	32.6	31.2	34.9	35.7
January-March.....	3,450	854	863	1,118	338	277	33.1	31.7	33.3	31.9	34.9	37.2
April-June.....	3,195	793	832	991	323	256	34.1	32.0	34.0	33.1	36.8	38.2
July-September.....	2,755	724	598	890	313	230	35.8	35.3	36.6	34.2	37.4	39.5
Total.....	12,751	3,211	3,185	3,991	1,258	1,106						
1956-57												
October-December.....	2,631	714	590	848	253	226	36.4	35.8	37.2	34.7	38.7	39.6
January-March.....	3,032	799	808	937	285	203	34.5	34.1	34.5	33.1	36.3	39.3
April-June.....	3,186	822	907	945	316	196	32.8	31.5	32.2	32.3	35.4	37.1
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/
1955-56												
October-December.....	55.3	56.8	54.9	56.0	53.9	53.4	20.8	19.0	19.4	25.6	17.4	21.6
January-March.....	54.7	56.2	57.6	53.6	55.0	49.5	21.4	19.4	18.8	29.0	19.9	17.4
April-June.....	54.3	54.9	61.5	52.4	52.9	47.7	19.7	18.0	18.0	25.3	19.2	16.0
July-September.....	52.5	54.6	53.4	51.7	51.8	50.1	17.1	16.4	13.0	23.1	19.3	13.8
1956-57												
October-December.....	52.0	55.8	52.8	52.5	46.7	47.8	16.1	15.9	12.7	21.9	15.3	13.6
January-March.....	54.8	58.3	56.0	55.2	50.9	47.6	18.4	17.8	17.2	24.2	17.0	12.0
April-June.....	56.6	63.4	55.6	55.6	53.0	52.9	19.3	18.3	19.2	24.1	18.5	11.6
July-September.....												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3886-57, (8) AGRICULTURAL MARKETING SERVICE

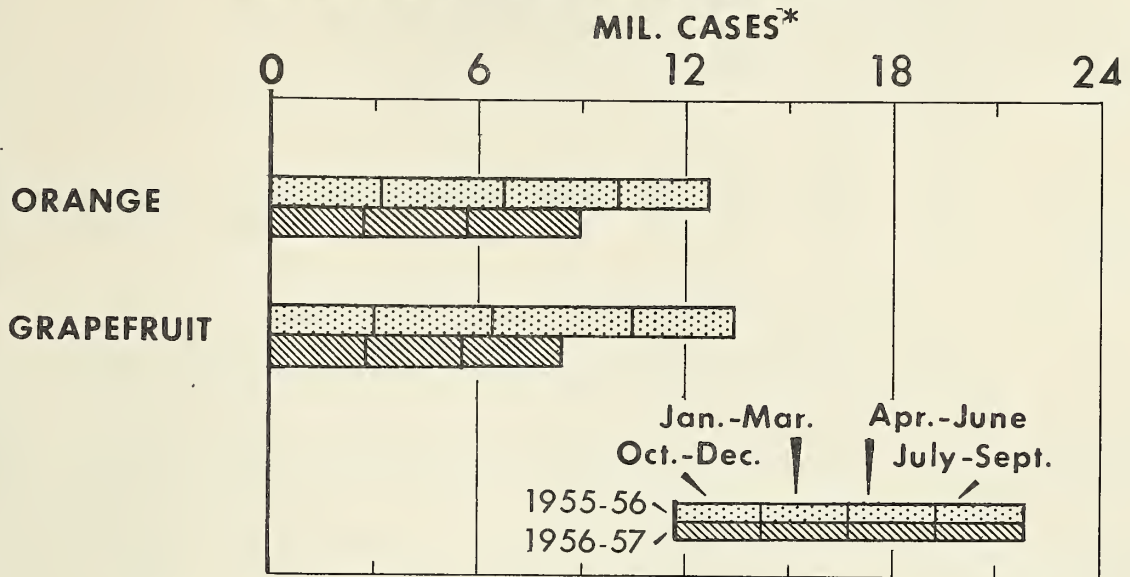
Figure 4

Table 8.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	1,523	812	894	3,351	33.9	30.8	31.8	32.7	54.9	56.4	55.6	55.3
January-March.....	1,627	862	864	3,450	34.7	30.4	32.2	33.1	54.0	57.5	54.5	54.7
April-June.....	1,427	816	857	3,195	35.8	31.5	33.2	34.1	53.7	57.2	52.9	54.3
July-September.....	1,272	660	754	2,755	36.7	34.2	35.6	35.8	52.4	54.7	50.8	52.5
Total.....	5,849	3,150	3,369	12,751								
1956-57												
October-December.....	1,189	570	797	2,631	37.6	34.7	35.6	36.4	50.6	56.7	51.7	52.0
January-March.....	1,347	698	904	3,032	35.9	32.6	33.6	34.5	54.3	60.7	52.1	54.3
April-June.....	1,325	873	910	3,186	34.8	30.0	32.1	32.8	54.9	61.4	55.5	56.6
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3887-57 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 9.--Canned citrus juices: Consumer purchases by quarters, October-December 1955 to date

Period	Orange		Grapefruit	
	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December.....	2,631	3,351	2,663	3,059
January-March.....	3,032	3,450	2,852	3,380
April-June.....	3,186	3,195	3,030	3,931
July-September.....		2,755		3,040
Total.....		12,751		13,410

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	3,059	795	801	641	369	453	25.3	24.6	25.4	24.2	26.1	26.3
January-March.....	3,380	874	979	725	403	399	24.9	23.8	24.5	23.6	26.6	27.0
April-June.....	3,931	1,133	1,135	720	482	461	24.5	23.3	23.8	23.3	26.2	26.9
July-September.....	3,040	851	790	588	408	403	26.7	26.0	26.9	25.3	27.6	28.0
Total.....	13,410	3,653	3,705	2,674	1,662	1,716						
1956-57												
October-December.....	2,663	692	761	482	397	331	28.2	26.9	28.2	26.8	29.7	29.9
January-March.....	2,852	767	761	586	440	298	28.0	27.5	27.8	27.5	28.2	29.5
April-June.....	3,030	888	733	703	373	333	27.5	27.1	26.8	27.3	27.2	29.5
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1955-56												
October-December.....	63.7	63.8	66.1	62.4	62.2	63.5	19.0	18.0	17.4	16.5	22.5	28.6
January-March.....	65.8	62.8	72.3	67.5	62.3	62.7	21.0	19.9	21.3	18.8	23.8	25.0
April-June.....	66.9	64.0	75.3	64.5	63.8	66.0	24.2	25.7	24.6	18.3	28.7	28.7
July-September.....	62.1	61.1	64.5	59.3	62.3	64.3	18.8	19.3	17.2	15.3	25.2	24.2
1956-57												
October-December.....	61.4	62.6	62.8	56.8	63.6	61.9	16.3	15.5	16.4	12.5	23.9	19.9
January-March.....	63.6	59.2	68.2	61.6	67.1	63.1	17.4	17.0	16.2	15.2	26.2	17.7
April-June.....	64.6	64.0	68.6	61.9	63.2	66.8	18.3	19.8	15.6	17.9	21.8	19.7
July-September.....												
Total.....												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	1,047	1,133	844	3,059	27.3	23.8	24.6	25.3	57.9	69.5	65.1	63.7
January-March.....	1,053	1,272	1,018	3,380	26.8	23.2	24.7	24.9	60.9	72.7	64.7	65.8
April-June.....	1,288	1,357	1,242	3,931	26.7	22.7	23.8	24.5	62.0	74.1	66.8	66.9
July-September.....	1,005	1,034	976	3,040	28.6	25.0	26.1	26.7	56.1	71.2	62.1	62.1
Total.....	4,393	4,796	4,080	13,410								
1956-57												
October-December.....	981	802	854	2,663	29.9	26.6	27.5	28.2	56.0	68.0	64.2	61.4
January-March.....	1,053	887	870	2,852	29.7	26.3	27.3	28.0	59.3	74.5	61.4	63.6
April-June.....	1,060	965	966	3,030	29.4	25.5	26.8	27.5	60.1	73.5	63.7	64.6
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 12.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, April-June 1957

Item	Consumer purchases								
	United States	Region						Retail outlet 1/	
		North-east	North-Central	South	Mountain-Southwest	Pacific	Indepen- dent groceries:	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Canned single-strength juices:									
Orange.....	3,186	822	907	945	316	196	1,325	873	910
Grapefruit.....	3,030	888	733	703	373	333	1,060	965	966
Lemon.....	229	96	67	19	15	32	63	69	95
Prune.....	2,140	1,070	406	315	175	174	610	503	999
Tomato.....	6,106	2,160	1,604	817	570	955	1,783	1,745	2,497
All single-strength juices 4/.....	25,428	9,770	6,085	4,046	2,356	3,171	7,906	7,009	10,108
Canned grapefruit sections.....	785	253	261	93	59	119	264	266	251
	Average price per can 5/								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Canned single-strength juices:									
Orange.....	32.8	31.5	32.2	32.3	35.4	37.1	34.8	30.0	32.1
Grapefruit.....	27.5	27.1	26.8	27.3	27.2	29.5	29.4	25.5	26.8
Lemon.....	10.8	10.6	11.1	12.8	11.5	10.5	11.4	10.3	10.5
Prune.....	32.7	30.9	34.7	33.0	35.6	32.8	34.8	32.1	31.5
Tomato.....	26.6	28.1	26.7	28.5	28.9	22.8	28.6	25.4	25.8
Canned grapefruit sections.....	18.7	18.0	18.3	19.0	20.0	19.4	20.0	17.6	18.4
	Average size of purchase								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Canned single-strength juices:									
Orange.....	56.6	63.4	55.6	55.6	53.0	52.9	54.9	61.4	55.5
Grapefruit.....	64.6	64.0	68.6	61.9	63.2	66.8	60.1	73.5	63.7
Lemon.....	15.0	16.8	16.9	13.1	11.3	13.0	14.0	15.7	15.4
Prune.....	40.2	40.5	40.3	38.6	43.8	38.6	36.3	37.9	45.5
Tomato.....	58.6	52.6	62.5	53.4	52.7	73.0	53.7	65.5	58.6
All single-strength juices 4/.....	52.7	50.8	54.6	50.7	50.8	57.8	50.8	55.4	52.8
Canned grapefruit sections.....	34.7	31.6	33.0	39.1	44.2	35.5	36.3	36.0	31.9
	Purchases per 1,000 capita								
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Canned single-strength juices:									
Orange.....	19.3	18.3	19.2	24.1	18.5	11.6			
Grapefruit.....	18.3	19.8	15.6	17.9	21.8	19.7			
Lemon.....	1.4	2.1	1.4	0.5	0.9	1.9			
Prune.....	12.9	23.8	8.6	8.0	10.3	10.3			
Tomato.....	37.0	48.2	34.0	20.8	33.4	56.4			
All single-strength juices 4/.....	153.9	217.7	129.1	103.0	138.0	187.3			
Canned grapefruit sections.....	4.8	5.6	5.5	2.4	3.5	7.0			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5½-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

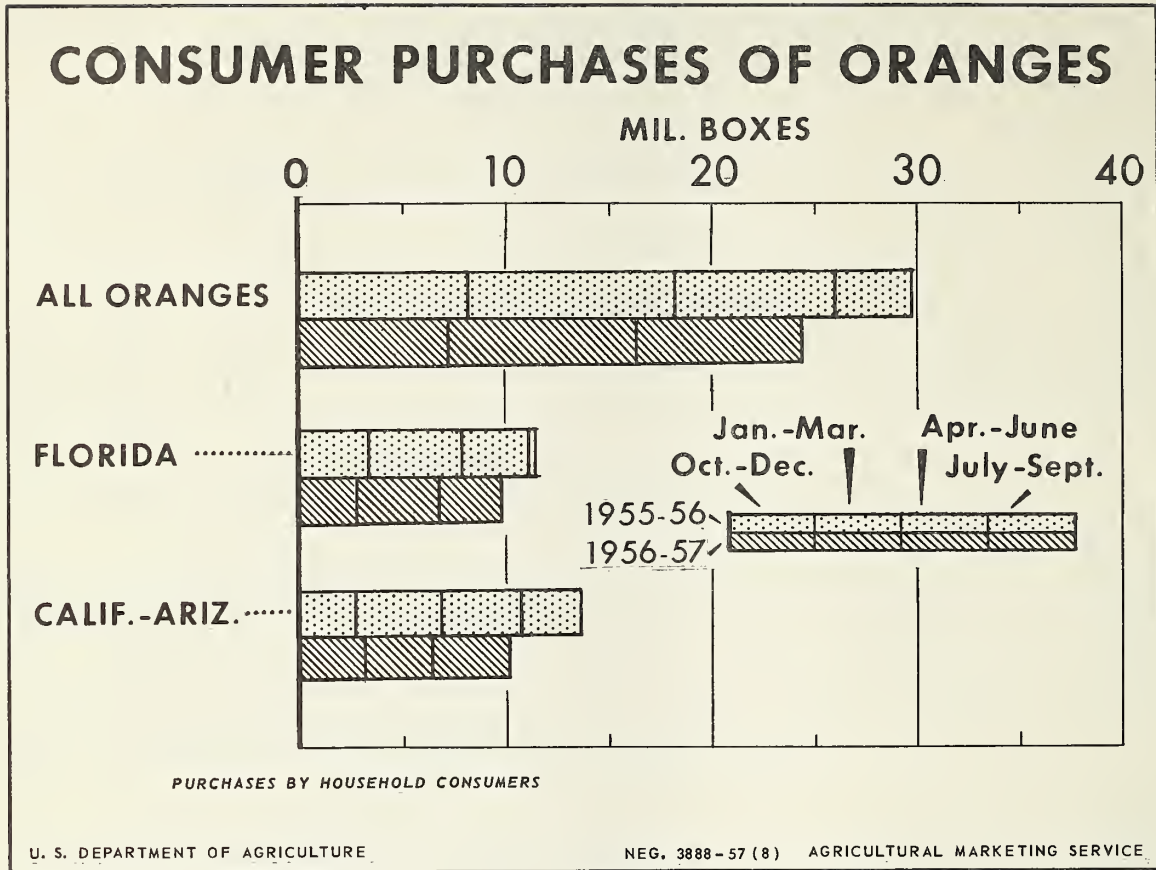


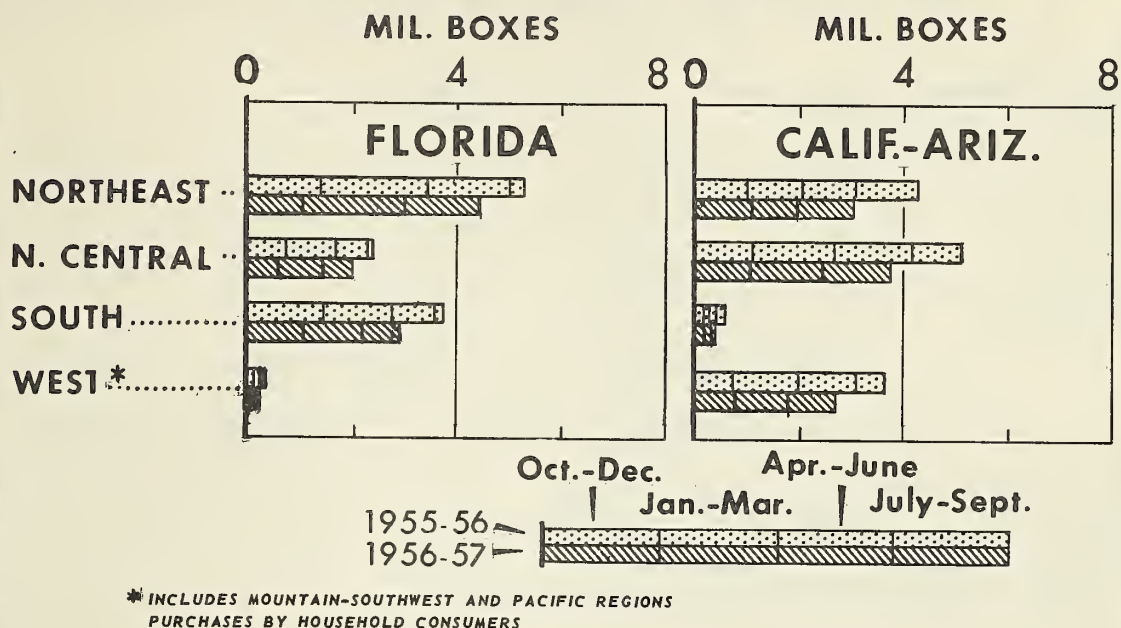
Figure 6.

Table 13.--Oranges: Consumer purchases, by quarters, October-December 1955 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1955-56				
October-December.....	8,020	3,618	2,953	1,150
January-March.....	10,146	4,452	3,991	1,420
April-June.....	7,875	3,067	3,735	1,001
July-September.....	3,834	502	2,836	456
Total.....	29,875	11,639	13,515	4,027
1956-57				
October-December.....	7,068	2,750	3,024	1,059
January-March.....	9,337	4,019	3,431	1,395
April-June.....	7,871	3,031	3,599	1,080
July-September.....				
Total.....				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3889-57 (8) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 14.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida												
October-December.....	2,750	3,618	1,001	1,377	592	702	1,068	1,425	76	93	1/	21
January-March.....	4,019	4,452	1,940	2,028	849	990	1,164	1,333	53	90	1/	1/
April-June.....	3,031	3,067	1,582	1,582	656	584	720	822	63	75	1/	1/
July-September.....		502		268		73		145		1/		1/
Total.....		11,639		5,255		2,349		3,725		273		37
California-Arizona												
October-December.....	3,024	2,953	1,055	994	1,070	1,072	155	153	223	242	521	492
January-March.....	3,431	3,991	898	1,046	1,365	1,583	151	122	305	341	712	899
April-June.....	3,599	3,735	1,123	1,038	1,350	1,470	123	120	289	331	714	776
July-September.....		2,836		1,171		974		158		172		361
Total.....		13,515		4,249		5,699		553		1,086		2,528
All oranges 2/												
October-December.....	7,068	8,020	2,345	2,669	1,925	2,119	1,603	2,009	535	610	660	613
January-March.....	9,337	10,146	3,291	3,508	2,690	2,961	1,686	1,819	777	744	893	1,114
April-June.....	7,871	7,875	3,050	2,922	2,300	2,317	1,080	1,136	564	544	877	956
July-September.....		3,834		1,591		1,160		389		254		440
Total.....		29,875		10,690		8,557		5,353		2,152		3,123

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

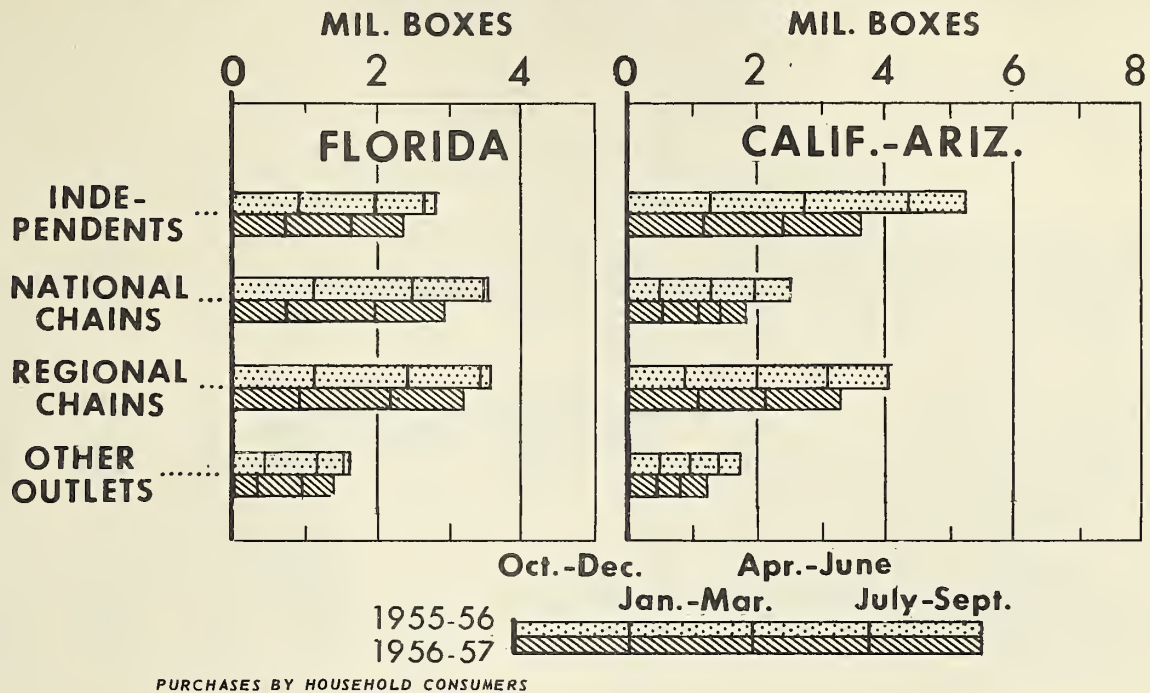
Table 15.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December.....	34.0	33.6	40.4	38.4	34.7	34.6	29.7	29.6	37.9	38.9	1/	48.3
January-March.....	37.9	39.0	43.0	44.5	39.1	41.3	31.6	32.0	38.7	41.4	1/	41.1
April-June.....	39.9	44.0	44.2	48.5	39.9	45.5	33.1	36.7	42.2	46.2	1/	44.8
July-September.....		48.5		53.4		45.1		43.0		1/	1/	37.2
California-Arizona												
October-December.....	48.1	47.9	53.4	52.5	48.8	48.8	42.4	38.4	55.3	54.2	40.5	41.6
January-March.....	51.5	48.5	62.4	58.1	52.6	50.1	41.8	43.3	55.0	50.8	43.4	41.1
April-June.....	54.4	53.9	65.0	65.3	54.8	53.7	50.5	48.4	59.6	60.4	44.3	45.0
July-September.....		44.1		46.3		43.2		46.7		53.4		37.3
All oranges 2/												
October-December.....	40.8	39.7	47.0	44.3	43.9	42.8	32.0	31.1	43.3	42.7	40.0	41.3
January-March.....	43.0	43.3	49.2	49.5	46.0	46.4	33.0	33.7	39.9	43.4	43.1	40.4
April-June.....	47.6	49.8	52.7	55.8	50.2	51.6	35.5	38.6	50.2	55.4	43.7	44.8
July-September.....		44.5		47.5		43.3		44.6		52.3		37.2
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December.....	16.2	15.7	13.6	13.9	15.6	14.8	18.8	18.2	15.1	12.7	1/	9.7
January-March.....	14.2	13.8	13.2	12.5	14.5	14.4	15.4	15.4	14.3	11.8	1/	1/
April-June.....	14.1	12.7	13.7	12.1	14.5	12.8	14.6	13.6	12.7	12.1	1/	1/
July-September.....		11.7		11.8		13.8		11.2		1/	1/	1/
California-Arizona												
October-December.....	12.5	12.2	11.8	11.4	12.2	11.8	13.3	14.4	10.7	11.0	14.4	13.7
January-March.....	11.5	11.7	9.7	9.5	11.5	11.5	12.9	12.5	10.6	11.5	13.3	13.6
April-June.....	11.0	11.1	9.5	9.2	11.4	11.3	10.6	11.5	9.7	9.9	12.8	13.0
July-September.....		13.2		13.7		13.4		11.2		10.0		14.7
All oranges 2/												
October-December.....	14.0	13.7	12.5	12.6	13.2	12.9	16.7	16.6	12.8	12.4	14.6	13.6
January-March.....	12.9	12.5	11.6	11.0	12.8	12.3	14.4	14.1	13.4	12.3	13.3	13.6
April-June.....	12.1	11.6	11.5	10.5	12.1	11.7	13.3	12.8	11.0	10.2	13.0	13.0
July-September.....		13.1		13.3		13.4		11.3		10.2		15.2
Purchases per 1,000 capita												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December.....	16.9	22.4	22.4	31.1	12.8	15.3	27.6	36.8	4.6	5.7	1/	1.3
January-March.....	24.5	26.5	43.1	44.3	18.1	20.7	30.1	33.2	38.2	5.1	1/	1/
April-June.....	18.3	18.9	35.3	35.9	13.9	12.7	18.3	20.9	3.6	4.5	1/	1/
July-September.....		3.1		6.1		1.6		3.8		1/	1/	1/
California-Arizona												
October-December.....	18.5	18.3	23.6	22.5	23.1	23.3	4.0	3.9	13.5	14.8	31.3	31.1
January-March.....	20.9	24.7	20.0	23.8	29.1	34.5	3.9	3.2	18.1	20.1	42.0	56.4
April-June.....	21.8	23.0	25.0	23.6	28.6	31.9	3.1	3.1	16.9	19.7	42.2	48.4
July-September.....		17.5		26.5		21.2		4.1		10.6		21.7
All oranges 2/												
October-December.....	43.3	49.7	52.5	60.4	41.5	46.1	41.4	51.8	32.3	37.3	39.7	38.7
January-March.....	56.9	61.5	73.2	77.7	57.4	63.4	43.5	45.6	46.2	43.0	52.9	69.5
April-June.....	47.6	48.5	68.0	66.4	48.8	50.3	27.5	29.0	32.9	32.4	52.3	59.6
July-September.....		23.7		36.0		25.3		10.2		15.7		26.4

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3890-57(8)

AGRICULTURAL MARKETING SERVICE

Figure 8

Table 16.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000-boxes
Florida								
October-December.....	717	945	761	1,124	913	1,114	2,750	3,618
January-March.....	921	1,033	1,216	1,380	1,290	1,311	4,015	4,452
April-June.....	751	716	941	989	906	997	3,031	3,067
July-September.....		169		76		177		502
Total.....		2,853		3,569		3,599		11,639
California-Arizona								
October-December.....	1,121	1,234	487	451	1,010	812	3,024	2,953
January-March.....	1,283	1,531	645	814	1,119	1,174	3,431	3,991
April-June.....	1,264	1,566	710	657	1,184	1,068	3,599	3,735
July-September.....		887		609		976		2,836
Total.....		5,218		2,531		4,030		13,515
All oranges 2/								
October-December.....	2,395	2,818	1,434	1,814	2,316	2,292	7,068	8,020
January-March.....	2,924	3,241	2,183	2,506	3,061	2,930	9,337	10,146
April-June.....	2,493	2,671	1,854	1,857	2,501	2,384	7,871	7,875
July-September.....		1,270		769		1,301		3,834
Total.....		10,000		6,946		8,907		29,875

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Includes Texas oranges and oranges not identified as to origin.

Table 17.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December.....	34.3	34.4	33.5	33.1	34.1	33.9	34.0	33.6
January-March.....	39.2	39.0	38.1	38.8	38.1	40.8	37.9	39.0
April-June.....	41.5	44.0	39.7	43.1	40.5	47.1	39.9	44.0
July-September.....		51.1		49.6		47.6		48.5
California-Arizona								
October-December.....	51.8	50.2	48.4	49.7	46.9	45.9	48.1	47.9
January-March.....	54.2	52.0	54.7	52.1	50.9	47.3	51.5	48.5
April-June.....	56.7	54.5	58.2	58.0	53.0	55.2	54.4	53.9
July-September.....		47.0		43.6		43.3		44.1
All oranges ^{2/}								
October-December.....	43.1	41.9	40.1	38.3	40.3	39.0	40.8	39.7
January-March.....	45.2	45.5	44.5	44.4	42.7	44.0	43.0	43.3
April-June.....	49.7	51.5	48.4	50.3	47.9	51.5	47.6	49.8
July-September.....		46.9		44.4		43.7		44.5
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December.....	15.5	15.6	15.7	15.1	15.5	14.9	16.2	15.7
January-March.....	13.0	12.5	14.3	14.1	13.6	12.5	14.2	13.8
April-June.....	13.6	11.6	14.6	13.7	12.9	11.8	14.1	12.7
July-September.....		10.9		11.4		11.6		11.7
California-Arizona								
October-December.....	11.5	11.5	12.4	11.5	12.7	12.4	12.5	12.2
January-March.....	10.9	10.9	10.8	11.1	11.4	11.5	11.5	11.7
April-June.....	10.3	10.8	10.2	10.3	11.4	10.8	11.0	11.1
July-September.....		11.8		14.4		13.6		13.2
All oranges ^{2/}								
October-December.....	13.1	13.0	13.7	13.4	13.7	13.4	14.0	13.7
January-March.....	11.9	11.4	12.5	12.3	12.7	11.8	12.9	12.5
April-June.....	11.3	10.8	12.0	11.6	11.9	11.2	12.1	11.6
July-September.....		11.9		13.8		13.3		13.1

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

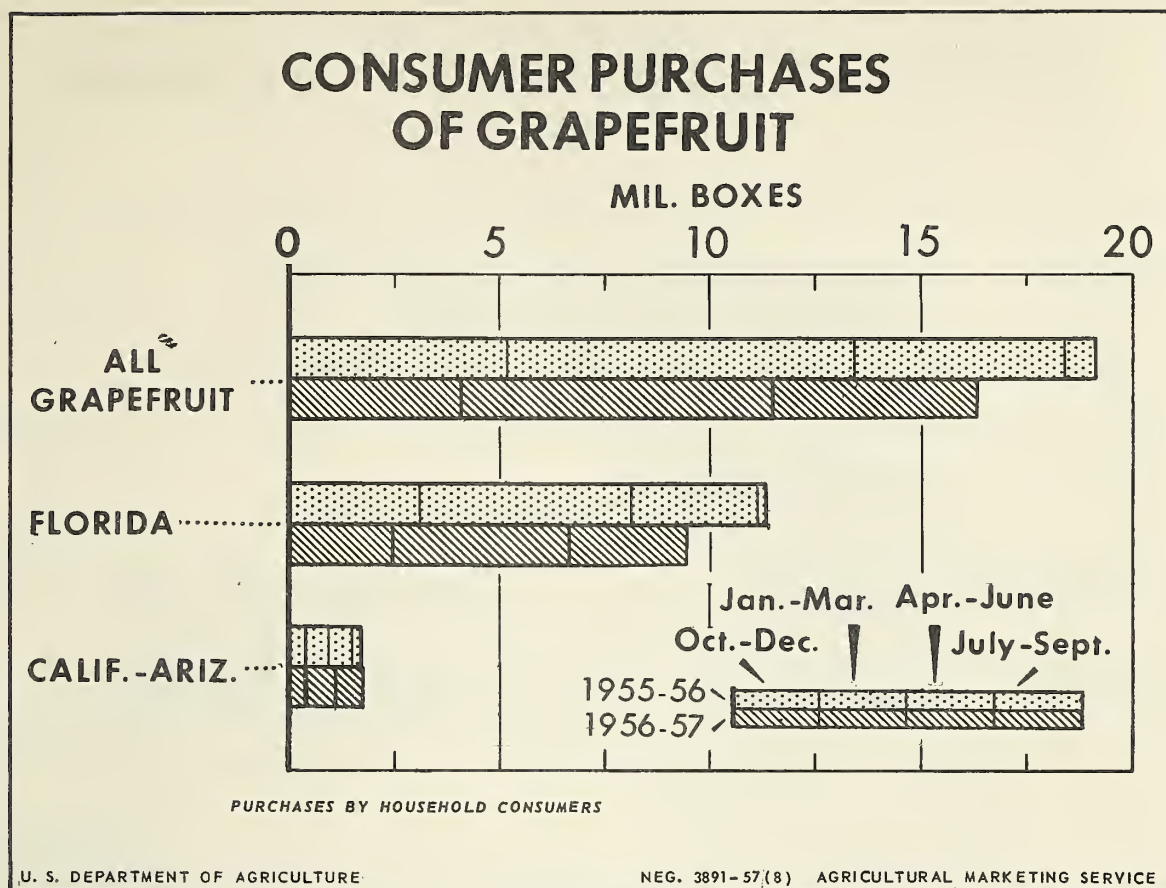


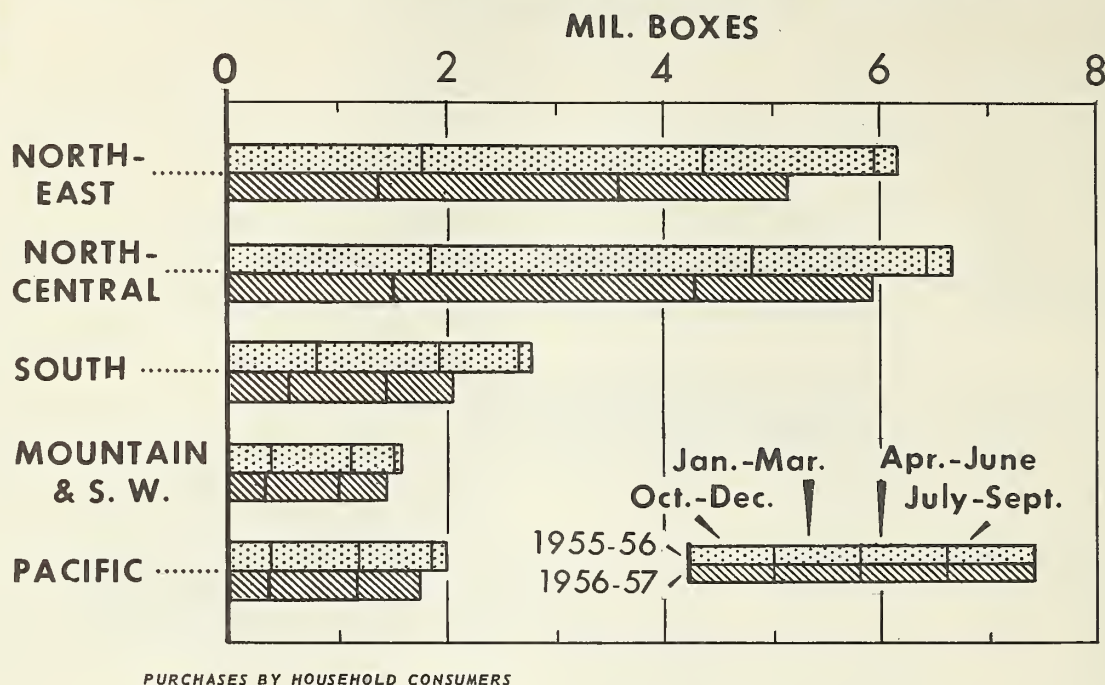
Figure 9

Table 18.--Grapefruit: Consumer purchases, by quarters, October-December 1955 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1955-1956				
October-December.....	5,165	3,012	315	1,403
January-March.....	8,205	5,110	567	1,715
April-June.....	5,041	3,034	540	1,287
July-September.....	731	217	254	243
Total.....	19,142	11,373	1,676	4,648
1956-1957				
October-December.....	4,076	2,438	348	945
January-March.....	7,416	4,221	726	1,320
April-June.....	4,867	2,759	668	1,098
July-September.....				
Total.....				

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3892-57 (8) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 19.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December.....	2,438	3,012	1,027	1,286	864	1,005	402	557	84	96	61	68
January-March.....	4,221	5,110	1,841	2,179	1,541	1,734	651	890	131	194	57	113
April-June.....	2,759	3,034	1,255	1,308	954	974	412	536	94	161	44	55
July-September.....		217		80		57		73		1/		1/
Total.....		11,373		4,853		3,770		2,056		455		239
California-Arizona												
October-December.....	348	315	37	85	44	50	1/	1/	37	24	211	137
January-March.....	726	567	1/	62	68	66	1/	1/	77	40	538	388
April-June.....	668	540	1/	48	62	53	1/	1/	115	49	443	377
July-September.....		254		59		51		73		21		109
Total.....		1,676		254		220		57		134		1,011
All grapefruit 2/												
October-December.....	4,076	5,165	1,348	1,767	1,506	1,833	539	800	320	389	363	376
January-March.....	7,416	8,205	2,229	2,589	2,789	2,977	911	1,124	701	717	786	798
April-June.....	4,867	5,041	1,586	1,625	1,641	1,621	615	742	427	392	598	661
July-September.....		731		176		226		116		51		162
Total.....		19,142		6,157		6,657		2,782		1,549		1,997

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

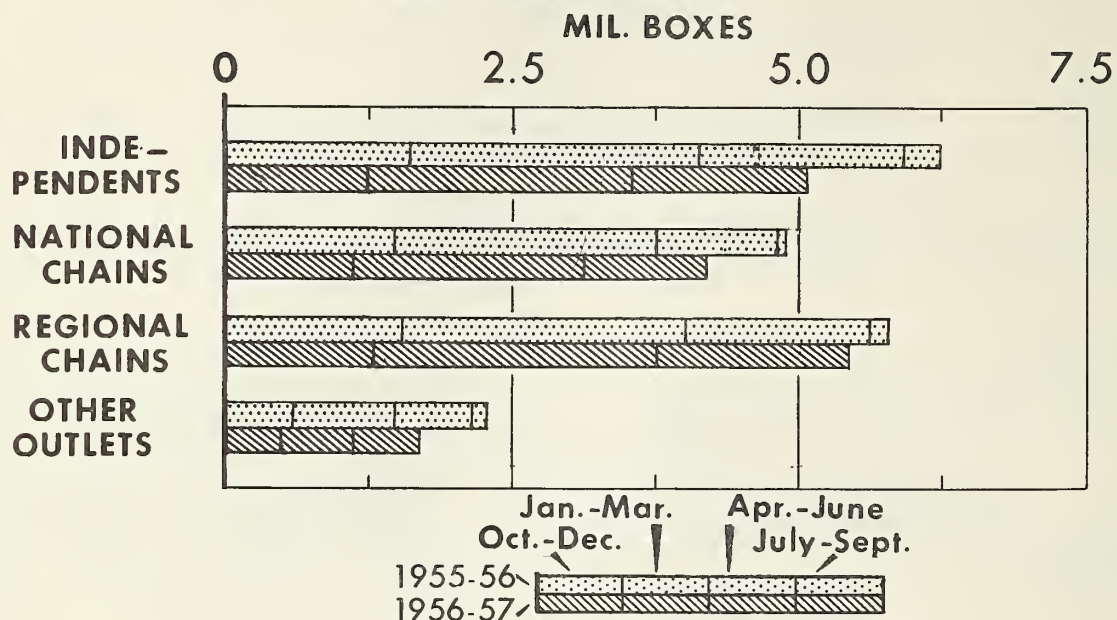
Table 20.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²	1956-57 ¹	1955-56 ²
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December.....	90.9	79.3	100.5	86.6	80.7	72.8	80.8	69.3	106.6	89.2	127.6	112.6
January-March.....	84.8	77.8	92.4	82.1	79.7	73.6	70.5	67.2	111.7	92.1	116.2	116.4
April-June.....	94.6	91.8	101.6	97.6	91.2	88.4	77.4	75.0	114.6	106.0	129.0	140.5
July-September.....		105.1		124.1		115.5		72.9		1/		1/
California-Arizona												
October-December.....	84.7	93.4	121.5	100.1	86.9	80.0	1/	1/	90.6	90.8	77.6	95.6
January-March.....	66.3	75.3	1/	97.4	66.4	70.8	1/	1/	60.4	70.6	65.7	74.3
April-June.....	74.5	79.1	1/	116.8	82.6	87.6	1/	1/	62.9	84.9	74.5	74.8
July-September.....		109.3		131.6		109.2		1/		135.7		94.7
All grapefruit 2/												
October-December.....	89.1	80.9	102.8	88.9	80.4	73.2	85.0	73.0	92.3	84.0	87.8	95.3
January-March.....	78.2	75.4	92.7	83.0	73.4	70.4	74.1	69.4	73.9	78.0	73.9	79.1
April-June.....	88.3	88.6	100.7	99.6	86.7	87.2	82.5	79.3	85.1	95.5	80.3	80.4
July-September.....		110.1		130.1		114.5		94.4		132.1		94.4
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October.....	5.2	5.2	4.6	4.5	6.1	6.1	5.8	5.9	4.7	4.9	3.2	3.5
January-March.....	5.6	5.6	5.0	5.1	6.3	6.3	6.4	6.2	5.1	5.2	3.8	4.1
April-June.....	4.9	4.9	4.4	4.5	5.6	5.3	5.7	5.7	4.5	4.8	3.4	3.4
July-September.....		4.9		4.0		4.5		7.1		1/		1/
California-Arizona												
October-December.....	5.6	4.5	3.4	4.3	5.6	5.9	1/	1/	7.1	5.0	5.9	4.4
January-March.....	6.9	5.6	1/	4.8	6.9	6.1	1/	1/	9.9	7.6	6.8	5.5
April-June.....	6.5	5.2	1/	3.8	5.9	5.1	1/	1/	9.7	5.6	6.3	5.3
July-September.....		4.1		3.4		4.1		1/		4.0		4.4
All grapefruit 2/												
October-December.....	5.2	5.1	4.3	4.3	6.1	6.0	5.3	5.5	5.8	5.4	4.8	4.3
January-March.....	6.0	5.7	4.9	4.9	6.6	6.4	5.9	5.9	7.2	6.3	6.1	5.4
April-June.....	5.2	5.0	4.4	4.3	5.6	5.3	5.1	5.4	5.9	5.1	5.6	5.2
July-September.....		4.4		3.7		4.5		5.3		4.1		4.4
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December.....	14.9	18.7	23.0	29.1	18.6	21.8	10.4	14.4	5.0	5.8	3.7	4.3
January-March.....	25.7	31.7	40.9	49.6	32.9	37.8	16.8	23.1	7.8	11.4	3.4	7.1
April-June.....	16.7	18.7	28.0	29.7	20.3	21.1	10.5	13.7	5.5	9.6	2.6	3.4
July-September.....		1.3		1.8		1.2		1.9		1/		1/
California-Arizona												
October-December.....	2.1	2.0	0.8	1.9	0.9	1.1	1/	1/	2.2	1.5	12.7	8.6
January-March.....	4.4	3.5	1/	1.4	1.4	1.4	1/	1/	4.6	2.4	31.9	24.3
April-June.....	4.0	3.3	1/	1.1	1.3	1.2	1/	1/	6.8	2.9	26.1	23.5
July-September.....		1.6		1.3		1.1		1/		1.3		6.5
All grapefruit 2/												
October-December.....	24.9	32.1	30.1	40.0	32.4	39.8	14.0	20.6	19.3	23.7	21.9	23.7
January-March.....	45.1	50.8	49.5	58.9	59.5	64.8	23.5	29.1	41.7	42.3	46.6	50.0
April-June.....	29.4	31.0	35.3	36.9	34.8	35.1	15.7	18.9	25.1	23.3	35.3	41.2
July-September.....		4.5		3.9		4.8		3.0		3.1		9.7

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3893-57(8) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 21.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December.....	577	800	802	979	772	897	2,438	3,012
January-March.....	1,016	1,248	1,371	1,651	1,471	1,598	363	5,110
April-June.....	709	950	717	644	1,034	1,009	2,759	3,034
July-September.....		71		2/		52		217
Total.....		3,069		3,291		3,556		11,373
California-Arizona								
October-December.....	118	107	93	70	109	96	348	315
January-March.....	205	179	198	129	274	205	726	567
April-June.....	185	187	145	107	220	197	668	540
July-September.....		109		44		58		254
Total.....		582		350		556		1,676
All grapefruit 3/								
October-December.....	1,207	1,598	1,106	1,453	1,299	1,528	4,076	5,165
January-March.....	2,318	2,506	2,000	2,305	2,455	2,495	7,416	8,205
April-June.....	1,533	1,795	1,076	1,043	1,676	1,575	4,867	5,041
July-September.....		310		91		164		731
Total.....		6,209		4,892		5,762		19,142

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Too few purchases reported for analysis.

3/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 22.--Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December.....	103.1	85.2	82.8	74.6	92.9	81.5	90.9	79.3
January-March.....	96.2	86.0	78.0	71.4	85.8	81.3	84.8	77.8
April-June.....	104.4	96.8	88.0	90.1	97.0	95.7	94.6	91.8
July-September.....		121.6		<u>2/</u>		127.2		105.1
California-Arizona								
October-December.....	91.6	97.1	85.4	89.5	79.6	94.1	84.7	93.4
January-March.....	70.1	82.8	68.8	76.3	64.6	66.7	66.3	75.3
April-June.....	83.1	83.8	79.3	78.3	75.2	76.2	74.5	79.1
July-September.....		102.8		122.2		123.4		109.3
All grapefruit ^{3/}								
October-December.....	94.5	86.0	85.5	76.6	88.9	81.6	89.1	80.9
January-March.....	81.2	79.3	76.5	71.5	78.6	77.3	78.2	75.4
April-June.....	92.9	92.6	88.8	88.2	89.6	89.9	88.3	88.6
July-September.....		110.7		123.1		125.7		110.1
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December.....	4.6	4.8	5.8	5.6	4.7	4.7	5.2	5.2
January-March.....	4.9	4.9	6.3	6.2	5.3	5.0	5.6	5.6
April-June.....	4.3	4.6	5.4	5.0	4.8	4.6	4.9	4.9
July-September.....		4.0		<u>2/</u>		4.2		4.9
California-Arizona								
October-December.....	5.1	4.0	6.8	5.8	5.2	4.3	5.6	4.5
January-March.....	6.8	5.0	7.1	6.9	6.4	5.2	6.9	5.6
April-June.....	5.7	4.9	7.1	6.3	5.3	4.7	6.5	5.2
July-September.....		4.0		5.0		3.2		4.1
All grapefruit ^{3/}								
October-December.....	4.9	4.7	5.6	5.5	4.8	4.7	5.2	5.1
January-March.....	5.7	5.3	6.3	6.2	5.7	5.2	6.0	5.7
April-June.....	4.8	4.7	5.5	5.1	5.0	4.7	5.2	5.0
July-September.....		4.3		4.5		3.5		4.4

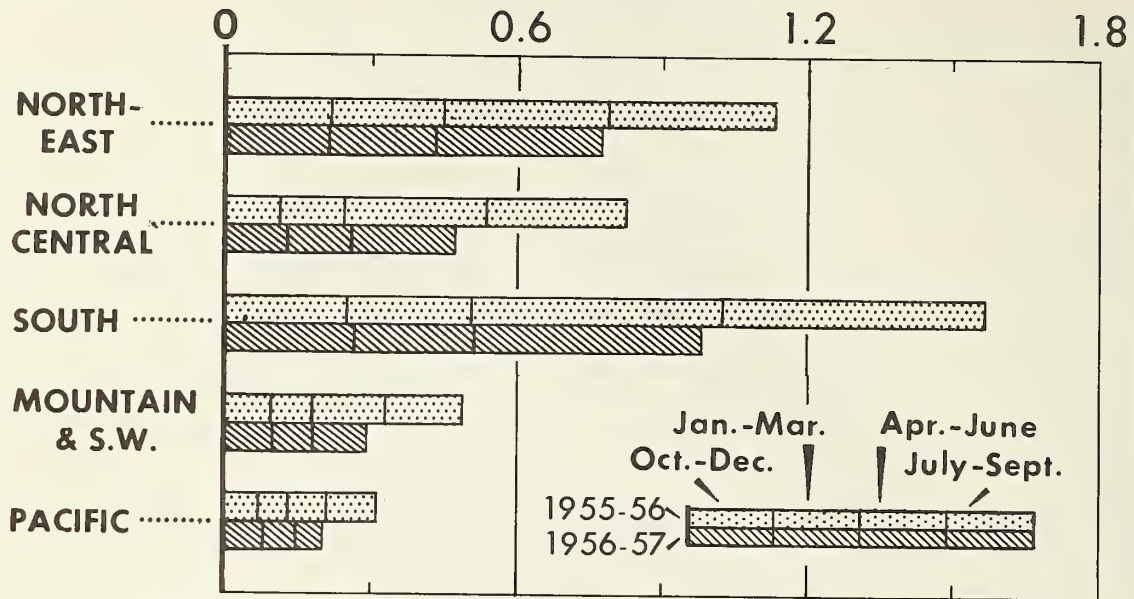
^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Too few purchases reported for analysis.

^{3/} Includes Texas grapefruit and grapefruit not identified as to origin.

LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

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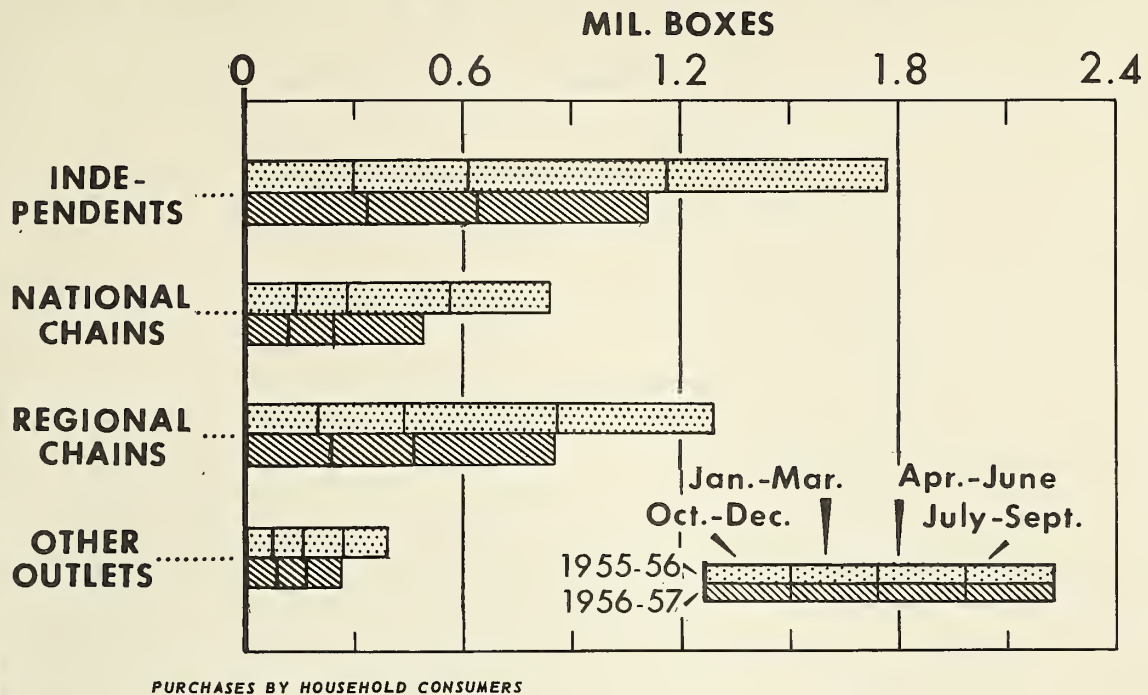
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Figure 12

Table 23.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1955 to date

[illegible]

WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

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Figure 13

Table 24.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1955-56												
October-December.....	298	135	202	713	45.1	47.3	47.1	45.6	6.2	5.8	6.2	6.2
January-March.....	316	143	237	779	45.9	48.0	47.0	46.2	6.0	5.5	6.0	5.9
April-June.....	551	290	428	1,384	41.7	42.9	42.5	42.2	7.2	7.1	7.4	7.2
July-September.....	598	280	431	1,427	43.7	47.7	45.6	44.8	7.6	7.1	7.4	7.4
Total.....	1,763	848	1,298	4,303								
1956-57												
October-December.....	337	117	239	774	45.3	52.6	49.1	47.0	6.6	5.6	6.2	6.4
January-March.....	303	126	225	734	47.3	53.7	48.7	48.2	6.2	5.5	6.1	6.1
April-June.....	476	247	394	1,219	43.3	44.1	41.1	42.5	7.1	7.2	7.8	7.3
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

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